

Rep Order# 6809751 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 100292 Printed: 04/16/2012 2:50 PM 3 of 6
EC'd Yes Last Received: 04/13/2012 11:41 AM
Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.	Agency	() STRATEGIC MEDIA SVCS	Rep Firm	
Advertiser	() NRSC	3299 K STREET NW SUITE #200		Sales Office	() PHILADELPHIA
Product	NRSC 2012	WASHINGTON, DC 20007		Salesperson	() AMY MCCREARY
Estimate#		Agency C/P1/P2/E		Salesperson Phone#	215-568-6540
Buyer	JESSICA MURRAY	Flight Dates	10/03/2012 - 10/09/2012	Salesperson FAX#	215-568-1845
Phone#		Hiatus Weeks			

Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
21	W-F	430P-5P	NEWS Buyline Comment: NEWS	:30	\$700.00	10/03-10/05	3	1	3	\$2,100.00	
22	M-TU	430P-5P	NEWS Buyline Comment: NEWS	:30	\$700.00	10/08-10/09	2	1	2	\$1,400.00	
23	M-TU	5P-630P	NEWS Buyline Comment: NEWS	:30	\$1,100.00	10/08-10/09	2	1	2	\$2,200.00	
24	W-F	5P-630P	NEWS Buyline Comment: NEWS	:30	\$1,100.00	10/03-10/05	3	1	3	\$3,300.00	
25	W-F	7P-730P	JEP Buyline Comment: JEP	:30	\$1,200.00	10/03-10/05	3	1	3	\$3,600.00	
26	M-TU	7P-730P	JEP Buyline Comment: JEP	:30	\$1,200.00	10/08-10/09	2	1	2	\$2,400.00	
27	M-TU	730P-8P	WHEEL Buyline Comment: WHEEL	:30	\$1,200.00	10/08-10/09	2	1	2	\$2,400.00	
28	W-F	730P-8P	WHEEL Buyline Comment: WHEEL	:30	\$1,200.00	10/03-10/05	3	1	3	\$3,600.00	
29	W-F	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$1,100.00	10/03-10/05	3	1	3	\$3,300.00	
30	M-TU	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$1,100.00	10/08-10/09	2	1	2	\$2,200.00	
31	M-TU	1135P-1235A	TON SHOW Buyline Comment: TON SHOW	:30	\$450.00	10/08-10/09	2	1	2	\$900.00	

Rep Order#	6809751	Ver#	1	Mod#	0	Status	Confirmed	Traffic Order#	100292
EC'd	Yes								

Printed: 04/16/2012 2:50 PM
04/13/2012 11:41 AM

4 of 6

Last Received: 04/13/2012 11:41 AM

Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.

Advertiser () NRSC

Product NRSC 2012

Estimate#

Buyer JESSICA MURRAY

Phonetic

Fax#

Agency () STRATEGIC MEDIA SVCS

3299 K STREET NW SUITE #200

WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates 10/03/2012 - 10/09/2012

Hiatus Weeks

Rep Firm

Sales Office

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	32	W-F	1135P-1235A		:30	\$450.00	10/03-10/05	3	1	3	\$1,350.00	
		Buyline Comment: TON SHOW										
	33	W	9P-10P		:30	\$2,200.00	10/03-10/03	1	1	1	\$2,200.00	
		Buyline Comment: PRIME										
	34	F	8P-9P		:30	\$1,900.00	10/05-10/05	1	1	1	\$1,900.00	
		Buyline Comment: DLINE										
	35	SA	6A-7A		:30	\$350.00	10/06-10/06	1	1	1	\$350.00	
		Buyline Comment: BEWS										
	36	SA	7A-9A		:30	\$600.00	10/06-10/06	1	1	1	\$600.00	
		Buyline Comment: SAT TODAY										
	37	SA	9A-930A		:30	\$500.00	10/06-10/06	1	1	1	\$500.00	
		Buyline Comment: NEWS										
	38	SA	7P-8P		:30	\$325.00	10/06-10/06	1	1	1	\$325.00	
		Buyline Comment: WH/JEP										
	39	SA	10P-11P		:30	\$1,000.00	10/06-10/06	1	1	1	\$1,000.00	
		Buyline Comment: PRIME										
	40	SA	11P-1135P		:30	\$1,000.00	10/06-10/06	1	1	1	\$1,000.00	
		Buyline Comment: NEWS										
	41	SA	1130P-1A		:30	\$1,400.00	10/06-10/06	1	1	1	\$1,400.00	
		Buyline Comment: SNL										
	42	SU	6A-7A		:30	\$350.00	10/07-10/07	1	1	1	\$350.00	
		Buyline Comment: WAKE UP										

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () NRSC
 Product NRSC 2012
 Estimate#
 Buyer JESSICA MURRAY
 Phone#
 Fax#

Agency () STRATEGIC MEDIA SVCS
 3299 K STREET NW SUITE #200
 WASHINGTON, DC 20007
 Agency C/P1/P2/E
 Flight Dates 10/03/2012 - 10/09/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	43	SU	7A-8A		:30	\$500.00	10/07-10/07	1	1	1	\$500.00	
		Buyline Comment: SUN TODAY										
	44	SU	8A-9A		:30	\$1,300.00	10/07-10/07	1	1	1	\$1,300.00	
		Buyline Comment: MTP										
	45	SU	9A-930A		:30	\$500.00	10/07-10/07	1	1	1	\$500.00	
		Buyline Comment: NEWS										
	46	SU	930A-10A		:30	\$500.00	10/07-10/07	1	1	1	\$500.00	
		Buyline Comment: CHRIS										
	47	SU	530P-830P		:30	\$6,500.00	10/07-10/07	1	1	1	\$6,500.00	
		Buyline Comment: NFL										
	48	SU	830P-930P		:30	\$1,100.00	10/07-10/07	1	1	1	\$1,100.00	
		Buyline Comment: POST GAME NEWS										
	49	SU	11P-1135P		:30	\$1,000.00	10/07-10/07	1	1	1	\$1,000.00	
		Buyline Comment: NEWS										
	50	W-F	630P-7P		:30	\$900.00	10/03-10/05	2	1	2	\$1,800.00	
		Buyline Comment: FACE										
	51	W-F	430A-459A		:30	\$200.00	10/03-10/05	1	1	1	\$200.00	
		Buyline Comment: EARLY TODAY										

Rep Order# 6809751 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 100292 Printed: 04/16/2012 2:50 PM
 EC'd Yes Last Received: 04/13/2012 11:41 AM
 Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () NRSC
 Product NRSC 2012
 Estimate#
 Buyer JESSICA MURRAY
 Phone#
 Fax#
 Agency () STRATEGIC MEDIA SVCS
 3299 K STREET NW SUITE #200
 WASHINGTON, DC 20007
 Agency C/P1/P2/E
 Flight Dates 10/03/2012 - 10/09/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-368-6540
 Salesperson FAX# 215-368-1845

Oct 12: 115 / \$84,650.00
 Sales Totals: 115 / \$84,650.00
 Station Totals: 115 / \$84,650.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$273,065	CATV 0%	KBLR 0%	KINC 0%	KLAS 31%	KSNV 31%
		KTNV 17%	KTUD 1%	KVCW 1%	KVMY 2%	KVVU 17%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER
 EST SHARES
 KTUD LESS THAN 1

Books NOV12
 Demos RA35+

--- CREDIT RISK ---
 CASH IN ADVANCE